Before the
Federal Communications Commission
Washington, D.C. 20554

In the Matter of	)	
	)	
Empowering Parents and Protecting Children in an	)	MB Docket No. 09-194
Evolving Media Landscape	)	

COMMENTS OF MYSPACE, INC.

MySpace, Inc. ("MySpace"), by its attorneys, files these Comments in response to the Commission's October 23, 2009 Notice of Inquiry ("NOI") in the above-referenced proceeding.

MySpace is one of the world's largest social networking platforms. MySpace strives to build a foundation of safety, security and privacy on its site and to provide all its users, including teens and their parents, with the information and tools they need to avoid unwanted contact and content on MySpace. In response to the NOI, MySpace is submitting the attached summary of the features and programs it has implemented to increase user safety, security and privacy. These include site-specific safety and privacy features, policies and practices, many of which are specifically designed to provide special protection for our teenage users from inappropriate content and unwanted contact; tools to help all our users protect their privacy and safety on MySpace, and specifically to help parents protect their children; and robust educational information for our users, parents and educators to enhance their "literacy" about Internet safety. MySpace also actively collaborates with law enforcement and non-government organizations to promote online safety and education.

MySpace believes that its proactive, holistic and comprehensive approach to online safety, security and privacy enables our younger users to navigate the potential risks of Internet use as they reap the collaborative and creative benefits of social networking.

Respectfully submitted,

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SAFETY | SECURITY | PRIVACY January 2010

MySpace and its parent company, News Corporation, are committed to making the Internet a safer and more secure environment for people of all ages. MySpace is pleased to respond to the Federal Communication Commission's Notice of Inquiry by discussing the steps MySpace is taking to enhance safety, security and privacy for all of its members and visitors.

INTRODUCTION

MySpace.com ("MySpace") is the premier lifestyle portal for connecting with friends, discovering popular culture, and making a positive impact on the world. By integrating web profiles, blogs, instant messaging, email, music streaming, music videos, photo galleries, classified listings, events, groups, college communities and member forums, MySpace has created a connected community. MySpace will continue to innovate with new features that allow its members to express their creativity and share their lives, both online and off. MySpace has thirty four localized community sites in the United States, Argentina, Brazil, Canada, Latin America, Mexico, Austria, Belgium, Denmark, Finland, France, Germany, Ireland, Italy, Netherlands, Norway, Poland, Portugal, Russia, Spain, Sweden, Switzerland, Turkey, UK, Australia, India, Japan, China and New Zealand.

MySpace has developed a close, cooperative working relationship with government policymakers, law enforcers and NGOs, and we are committed to expanding our efforts to develop similar relationships in countries where we localize our site. Currently, we are doing so in the United Kingdom, Australia and Germany.

MySpace has evolved along with an ever-changing Internet world. When News Corporation acquired MySpace in 2005, the site had 22 million registered users. Today, this site has more than 64 million unique users in the United States and sites in 29 countries in 16 languages. The site currently averages approximately 12 million images and 28,000 videos uploaded per day.

MySpace has worked to build a foundation of safety, security and privacy that encompasses technology development, user education, NGO partnerships, law enforcement support, public policy initiatives and industry cooperation. The work that MySpace does strives to address safety, security and privacy in three areas, which we often describe as the "Three C's":

- Content – prevent access to inappropriate content
- Contact – prevent unwanted contact

- Collaboration – partner with law enforcement, safety advocates, law makers and educators to enhance safety, security and privacy as a community and raise awareness in these areas

While the industry has historically taken a reactive approach, MySpace has endeavored to provide a combined reactive and proactive approach to safety, security and privacy. As such, MySpace has implemented over 100 safety features and programs designed to increase user safety, security and privacy in the past several years.

A central component of MySpace's efforts is adapting, as closely as possible, safety features that society follows in the physical world into the online world. More specifically, MySpace takes a comprehensive and holistic approach that involves the following elements:

- Site-specific safety features, policies, and practices to address illegal and otherwise harmful content;
- Cooperation with law enforcement and collaboration to the extent permitted by law;
- Engaged and informed parents with access to tools to protect their children;
- Easy to use tools for members to protect themselves and their privacy and to report any inappropriate contact or content;
- Robust safety educational information available to members, parents and teachers;
- Strong online safety legislation; and
- Collaboration with organizations that promote online safety and education.

MySpace's safety, security and privacy program starts with a staff with a strong background in law enforcement and Internet safety issues. The worldwide program is headed by Hemanshu Nigam, a former U.S. Department of Justice Internet crimes prosecutor who also has held executive-level security positions at Microsoft and the Motion Picture Association of America. The MySpace global safety and privacy initiatives and law enforcement coordination are overseen by Jennifer Mardosz, also a former U.S. Department of Justice prosecutor who specialized in Internet crimes against children and was formerly the Chief Privacy Officer of an ISP. MySpace's security program is overseen by Michael Lebovich, a former High-Tech Crimes prosecutor with the Los Angeles County District Attorney's Office. MySpace also has personnel focused on safety, security and privacy based in the UK and Germany.

SAFETY FEATURES

MySpace has proactively sought to improve online safety by adopting and continuing to advance the safety features described below.

- *Image and Video Review:* MySpace reviews images and videos that are uploaded to the MySpace servers and photos linked from third party sites for compliance with the MySpace Terms of Use and Photo/Video policy (which prohibit nudity, pornography, and sexually explicit images). If an image or video violates our Terms of Use, the content and possibly the entire associated profile are deleted. Hashing technology is also used to prevent inappropriate images from being uploaded a second time after they have been identified as inappropriate.

- ***Enforcing Age Limits:*** MySpace's Terms of Use have minimum age restrictions, currently set at 13 years old. While there is currently no effective age verification mechanism due to technical, legal, privacy and data challenges, MySpace has adopted a number of technical solutions and procedures to enforce the age restriction. For example, the MySpace registration page requires prospective members to select their year of birth from a drop down menu currently ranging from 1910 to 2010, and individuals who enter a date that does not meet the requisite age are not permitted to register. MySpace also places a session cookie on the registration page so that a prospective member cannot change his/her age if the initial age was below that specified in our Terms of Use.

  To combat a situation where an underage minor lies about his or her age, MySpace employs a strengthened search algorithm, utilizing terms commonly used by underage users, to find and delete underage profiles. The site is scanned for such terms, and the database of search terms is updated to reflect changes in user behavior and terminology.

  Profiles that have been reported by MySpace members or parents as belonging to an underage user also are reviewed by MySpace. Whenever an underage user is identified, the profile is deleted. MySpace similarly will remove members if we believe they are over 18 and they represent themselves as under 18.

- ***Privacy Settings:*** All users have the option to set their profiles to private and profiles of users between 13 and 18 are automatically set to private upon account creation. The privacy setting for users under 16 prohibits unsolicited contact or communication with users not given the status of "friend" who are over the age of 18. If users under 16 override their privacy settings, they are still only viewable by other users under 18. Users 18 and over can only become "friends" with users under 16 if they know the user's last name or email address.

  Additionally, all users have the option to block users in specific age ranges from contacting them. Users under 18 can block users 18 and over from contacting them or viewing their profiles and, alternatively, users 18 and over can block users under 18 from contacting them or viewing their profiles. All users also can conceal their 'online now' status, and can pre-approve all comments before allowing them to be posted to their profile or blogs.

  Finally, upon registration minors are locked into their selected age, preventing them from bypassing important age based safety features.

- ***Users Empowered to Report:*** MySpace offers users standardized methods to report inappropriate content or contact to MySpace. Specifically, throughout the site there are links to view "Help" resources and a link to "Report Abuse" at the bottom of every MySpace page that contains user generated content. Additionally, links to report abuse are provided in other areas containing user-generated content, including emails, videos, photos and forum postings.

- ***Teachable Moments:*** For the safety and security of its users, MySpace blocks adult and malicious third party links and provides an interstitial warning page when following a link that takes a user outside MySpace.com. These instances provide the opportunity for teachable moments in which the user is informed about the reasons a link might be disabled or how to be cautious with their personal information outside of MySpace. Other teachable moments include safety tips that are required to be read in order for a minor to create an account, as well as warnings to minors to exercise caution with personal information when they update their profiles.

- ***Remove Registered Sex Offenders:*** MySpace is committed to adapting safety features from the physical world into the online setting. For example, in the physical world convicted sex offenders are required to register their physical addresses on publicly available sex offender registries. MySpace partnered with Sentinel Tech Holding Corp. to build a database, called "Sentinel SAFE," which compiles all the sex offender registries into one centralized searchable database. We are currently comparing the Sentinel SAFE database against the MySpace database so we can remove registered sex offenders from our site. We are deleting the registered sex offenders' profiles and preserving the information for law enforcement.

- ***Crisis Intervention:*** The National Center for Missing and Exploited Children has developed a system to send emergency notifications to local communities via traditional communications (radio and television) when a child goes missing. MySpace has partnered with NCMEC to distribute localized online AMBER Alerts on the MySpace site to help bring a missing child home as soon as possible. To date, active AMBER Alert information has been clicked on over 250,000 times on MySpace.

  MySpace has also partnered with safety and mental health organizations, including the National Suicide Prevention Lifeline, to help at risk teens connect with the experts who can assist them through a crisis. Averaging approximately twenty five referrals per month, MySpace agents proactively reach out to both law enforcement and the NSPL when troubling mental health content is discovered or reported by users in an effort to intervene in potentially life-threatening situations.

- ***Email Verification:*** MySpace requires that users register with a valid and authenticated email address. This reduces spam, and helps law enforcement track down potential criminals by associating them with an actual email address.

- ***Resources for Parents:*** Parents worldwide can contact MySpace with any concerns they have about their teen's account by clicking on the "Help" link at the bottom of every MySpace page. From there parents can search FAQ topics or choose to "Contact MySpace." Messages from parents regarding their child's account are routed to a specialized team that will work with parents to resolve any issues, including deletion of a MySpace profile at a parent's request.

  MySpace also introduced a ParentCare hotline and email address (parentcare@support.myspace.com) for parents who need additional and personalized

assistance resolving issues related to their teen's use of MySpace. Through the ParentCare hotline and email, parents and guardians can contact MySpace via phone or email. Instructions for contacting ParentCare through the telephone hotline or via email can be found in the parents section of the MySpace Safety site, accessible from the Safety Tips link located at the bottom of every MySpace page or at http://www.MySpace.com/Safety. MySpace has also developed a handbook dedicated to parents that is available on the website.

- **Dedicated Team for Customer Care:** Sensitive issues such as cyberbullying, impostor profiles and harassment are handled by a special Customer Care team. These issues are a common topic of user reports and our team engages in labor intensive reviews of these issues to determine if the complaints are factual and then to determine the proper response.

- **Parental Software:** MySpace developed and released ParentCare, free software that, once downloaded onto a computer, identifies users who log into MySpace from that computer. The software reveals user-provided information (age, user name, and hometown) to parents so they will know whether their child has a MySpace profile and what age the child has claimed to be regardless of the computer that the child subsequently uses to log in to the site. The ParentCare software is designed to support MySpace's special safety protections for community members under 18. By enabling parents to learn whether a teen has a MySpace profile and is using his or her accurate age, it helps to ensure the protections are in place to prevent unwanted adult contact with users under 18; stops underage users from joining MySpace; and prevents access to inappropriate content by users under 18.

- **Preventing Teens from Accessing Age-Inappropriate Content:** MySpace restricts the ability of younger users to access age-inappropriate content. For example, users under 18 are denied access to age-inappropriate areas such as Romance & Relationship chat, forums and groups; all groups designated as Mature; and Classified categories such as Personals and Casting Calls.

- **Crisis Communication:** In August 2008, MySpace partnered with the Department of Homeland Security to distribute up to the minute severe weather information during the hurricane season becoming the fourth largest referrer of users to www.dhs.gov in the aftermath of Hurricane Gustav. Having established a mechanism for connecting users with information in crises, in early 2010 MySpace provided links to current news and charitable organizations on every user's homepage in the aftermath of the catastrophic earthquake in Haiti.

- **Group Review:** Using keyword tools, groups are proactively reviewed for inappropriate content. Inappropriate group content is removed and, if deemed warranted by the reviewing agent, entire groups and their moderators may be deleted from the site.

- ***Partnership with NCMEC:*** Illegal content discovered by MySpace agents through proactive review is immediately reported to the National Center for Missing and Exploited Children. Additionally, MySpace empowers users to send a report directly to the Center by providing a direct link to the CyberTipline along with easy to follow instructions.

- ***Closed School Section:*** Users who wish to join a school forum for current students must be "vouched" for by existing student members. Requiring that the member be known to other students in the real world creates a natural barrier between current students and other users.

SECURITY FEATURES

MySpace recognizes that users want a more secure experience online. MySpace employs a holistic approach to security that combines responsive backend technology, user accessibility and education, security enforcement and strong external partnerships to keep our users safer and more secure online.

- ***Interstitial Pages:*** As noted above, interstitial pages appear when clicking on third party links. These pages inform users that they are leaving MySpace.com and to be mindful not to reveal their login information. Since the launch of these interstitial pages, incidents of malicious fake login pages have dropped by 75%.

- ***CAPTCHAs:*** CAPTCHAs are simple visual gateway puzzles designed to be solved easily by human users but difficult or impossible for computers to solve in an automated environment. By requiring CAPTCHA solutions to perform specific activities on MySpace, and by allowing users to have the option to require CAPTCHA solutions for certain methods of contact, MySpace has drastically reduced spam on its service.

- ***Phishlocking Tool:*** Spammers thrive on the inherent trust of communication users receive from friends to propagate their advertisements. MySpace has developed a tool which can detect user accounts that may have been phished and "lock" them, preventing the account from perpetuating the advertisement until the user can update their password and solve a CAPTCHA. The user also sees a message on their homepage informing them of the issue and educating them about online phishing.

- ***MSPLINK Implementation:*** All third party links on MySpace are now converted into 'MSPlinks' which act as a wall between MySpace and outside websites. When a user posts a third party link on MySpace, it is physically converted to a new link and routed through MSPlinks.com. In doing so, MySpace maintains control of third party links on its service and can "turn off" malicious or inappropriate links immediately and retroactively across the entire site. Even malicious links that are purposely malformed to deceive MySpace security tools can be recognized and disabled under this method.

- *Pattern Analysis:* MySpace utilizes a series of tools to identify anomalies in how a user might be using MySpace. These tools then allow MySpace to block and filter incoming connections to MySpace, thus minimizing the presence of spammers and phishers on the site.

- *Blocking and Filtering Tools:* MySpace employs a suite of tools that work in conjunction with robust reporting tools to block and remove spam from MySpace.

- *Comprehensive Spam Settings:* Users are empowered with over twenty communication preference options designed to allow them to restrict communication as strictly or as leniently as they choose. MySpace can guide users' settings if they choose to utilize one of three levels of preset options (low, medium, or high) or the user can customize their settings by enabling any individual options they wish.

- *Privacy Settings:* See section "Safety Features: Privacy Settings" for more information.

- *Users Empowered to Report:* MySpace offers users consistent methods to report inappropriate content including spam and phishing pages. See section "Safety Features: Users Empowered to Report" for more information.

- *Criminal Prosecutions:* MySpace assists law enforcement in the pursuit and prosecution of cybercriminals.

- *Application Security:* Applications are widgets created by third party developers, often with interactive elements, which can be installed into users' profiles and shared with other users. Prior to approval, all applications are code and content reviewed by MySpace staff to ensure compliance with MySpace Developer Platform Application Programming Interfaces to prevent nudity, viruses and malware from reaching our users.

  See section "Privacy Features: Application Privacy" for more information.

- *Hosts and Registrars:* MySpace collaborates with Internet hosts and registrars to ensure that issues involving spam, phishing and malware are promptly resolved.

- *Affiliate Networks and Advertisers:* MySpace works with affiliate networks and advertisers to promote best practices within the industry and ensure that spammers do not receive compensation for their illegal conduct.

- *Impacting the Internet:* MySpace is a member of the Anti Phishing Working Group and regularly works with industry partners to address small and large scale spam and phishing issues.

- *Government and NGOs:* MySpace provides training and other information guidance to government agencies and industry partners to help advance greater computer security.

PRIVACY FEATURES

MySpace strives to enable users to determine the precise level of privacy they desire. In that vein, MySpace features customizable privacy features and options.

- *Email Notifications:* Users have the option to subscribe or abstain from different types of email notification in relation to their account. Users can choose as much or as little contact from MySpace via email as they wish.

- *Privacy Settings:* Users have the ability to restrict access to specific posted content such as blogs, images and videos. For instance, a user can make an image visible to everyone, friends only, or only themselves. These settings allow MySpace users to choose from many levels of privacy.

  See section "Safety Features: Privacy Settings" for additional information.

- *Friend Updates:* Users can not only control what updates they would like to receive from their selected friends, but also what updates are sent to their friends from their own profile regarding their activity on MySpace. Twenty four individual options allow a user to determine whether their friends are updated when they do anything from adding a new photo to posting a message in a forum. A user can choose as many or as few options as they wish, or select all or no options with one click.

- *Closed School Section:* See section "Safety Features: Closed School Section" for additional information.

- *Application Privacy:* Before a user installs a third party application, they are informed that their display name, public photos and friends list will be shared with the application developer. Users can also block access by third party applications they haven't connected with from accessing their profile data through the MySpace Developer Platform via their account settings. In addition to this universal application setting, each application offers granular settings giving the user the ability to control different types of information from being shared.

LAW ENFORCEMENT

MySpace has developed comprehensive Law Enforcement Guides for both U.S. and international law enforcement that explain how to obtain the information law enforcement may need from MySpace for investigations. The Guides describe what type of information is available and the mechanisms by which law enforcement may lawfully request it. MySpace also maintains a 24/7 dedicated hotline and email address for use solely by law enforcement. To date MySpace has trained over four thousand law enforcement officers in addition to distributing over five thousand copies of the Law Enforcement Guide.

In partnership with sixteen law enforcement agencies across the U.S., MySpace has formed an Anti-Gang Task Force to explore the landscape of online gang activity. MySpace agents have taken part in cross-training with detectives and officers from the Los Angeles Police Department's hardcore gang unit as a facet of this partnership.

Internationally, MySpace employs dedicated safety personnel located in the United Kingdom and Germany to serve as a liaison between local law enforcement and MySpace. Safety personnel help facilitate law enforcement inquiries by liaising with the US-based law enforcement team. They also implement safety programs and partnerships with local government agencies and NGOs. These safety personnel also provide guidance and assistance in other countries as need arises.

LEGISLATIVE STRATEGY

MySpace believes that one of the best ways to fight crime on the Internet is to recognize that the web is every bit as much of a neighborhood as our cities and towns, and to modernize our criminal laws to comport with this reality. Our criminal laws from the offline world would fit well in the online world, following the core principles of education, law enforcement support and appropriate criminal penalties. In particular, MySpace works with government and legislators to promote legislation that is aimed at fighting sexual predator activity on the web.

- *Email Registration for Sex Offenders:* In the United States, most sex offender registries require registration only of physical addresses. MySpace is advocating legislation requiring those sex offenders also to register their email addresses with the registries. That way, MySpace and other websites can keep convicted sex offenders from signing up on their sites. If a registered sex offender uses a false or unregistered email address, he would face criminal penalties. Twenty five states in the U.S. have passed such legislation and it has been introduced in others (Alaska, Arizona, Colorado, Connecticut, Florida, Georgia, Hawaii, Illinois, Iowa, Kansas, Kentucky, Louisiana, Maryland, Mississippi, Missouri, Nebraska, New York, New Hampshire, North Carolina, Oklahoma, Tennessee, Texas, Utah, Virginia and Washington). In addition, the recently enacted KIDS Act has a similar requirement for convicted sex offenders in the federal arena. Finally, the American Legislative Exchange Council adopted sex offender email registry legislation as part of a broad Internet safety "model bill," improving the likelihood of state legislation being adopted in the future.

- *Anti-grooming/Misrepresentation of Age to Solicit Minors Online:* MySpace also supports legislation that makes it a crime for an adult Internet user to lie about his or her age with the intent to solicit a minor online for sexual purposes.

- *Online Safety Education:* We support legislation that mandates online safety education in our schools with the necessary funding to make it meaningful.

- *Resources for Law Enforcement:* We support legislation that increases funding and resources for law enforcement to investigate and prosecute crime in both the offline and

online worlds.

EDUCATION AND OUTREACH

MySpace firmly believes in the power of user education and collaborative outreach in the pursuit of improved online safety and has, therefore, worked with law enforcement, schools, community groups and Internet users to educate their constituents. Education is an essential element of Internet safety. MySpace will continue to pursue and foster these relationships with law enforcement agencies, education groups, NGOs and community representatives.

- *Law Enforcement:* MySpace provides training to cybercrime units in the U.S. and countries where it has safety personnel on how to investigate and prosecute cybercriminals using MySpace. MySpace also provides both a U.S. and international law enforcement guide to educate law enforcement officers worldwide about MySpace and provide contact information for a dedicated 24/7 hotline.

- *Parents:* Parents are an integral part of our effort to keep teens as safe as possible online. Therefore, we provide extensive educational resources for parents and teens on the site, including links to safety tips for parents and users that appear at the bottom of every page of the site. The Safety Tips section provides comprehensive guidelines on how to use MySpace safely, including a link to view the "MySpace Parent Guide." The parent Safety Tips are designed to educate parents about MySpace and how to help their teens make safe decisions in relation to their use of online communities. They also encourage parents to talk with their kids about how they communicate with others and how they represent themselves on MySpace.

  Additionally, the Safety Tips provide parents with step-by-step instructions detailing how to remove their teen's profile from MySpace if they so desire, and links to free software that enables parents to monitor or block their teen's use of the Internet, including blocking MySpace. While every market can access the Safety Tips link at the bottom of every page, MySpace is in the process of editing these Safety Tips for markets where we have localized sites to ensure locally relevant content.

  MySpace also provides a link for parents to purchase books which provide safety tips for parents. "MySpace Unraveled," written by renowned online safety experts Larry Magid and Anne Collier, reviews safety on MySpace specifically for parents. "MySpace, MyKids," written by Internet safety expert Jason Illian, provides advice to parents on how to communicate with their children about online safety.

- *Teens:* MySpace spends significant resources educating teens on how to navigate the Internet safely and securely and about safety issues such as posting of personal information, cyberbullying, phishing and exposure to inappropriate material and contact. A great deal of progress has been made over the past few years in providing a variety of protections for teens using social networking sites like MySpace and the Internet in general. Research continues to show that teens are taking advantage of the tools and

education they have been provided to protect themselves. However, more can be done to identify and provide support to those teens that are already at risk in the physical world, as those teens might also be at risk in the online environment despite the tools and education available to them.

Some relevant studies in this area include the following:

- Amanda Lenhart, *Teens, Stranger Contact & Cyberbullying*, Pew Internet & American Life Project (April 30, 2008), *available at* http://pewinternet.org/PPF/r/250/presentation_display.asp.
- Janis Wolak, et al., *Online "Predators" and Their Victims: Myths, Realities, and Implications for Prevention and Treatment*, American Psychologist, Vol. 63, No. 2 111-28 (Feb.-Mar. 2008), *available at* http://www.apa.org/journals/releases/amp632111.pdf. The authors state the social networking sites do not appear to have increased the risk of victimization by online molesters. *Id.* at 117.
- Michele L. Ybarra & Kimberly J. Mitchell, *How Risky Are Social Networking Sites? A Comparison of Places Online Where Youth Sexual Solicitation and Harassment Occurs*, Pediatrics (Jan. 28, 2008), *available at* http://www.pediatrics.org/cgi/content/full/peds.2007-0693v1 (concluding that broad claims of victimization risk associated with social networking sites do not seem justified).
- Janis Wolak, et al., *1 in 7 Youth: The Statistics about Online Sexual Solicitations*, Crimes Against Children Research Center (Dec. 2007), *available at* http://cyber.law.harvard.edu/sites/cyber.law.harvard.edu/files/1in7Youth.pdf.
- Internet Caucus Advisory Committee, Panel Discussion, *Just the Facts About Online Youth Victimization: Researchers Present the Facts and Debunk Myths* (May 2007), *available at* http://www.netcaucus.org/events/2007/youth/20070503transcript.pdf.
- Larry D. Rosen, *Adolescents in MySpace: Identity Formation, Friendship and Sexual Predators* (June 2006), *available at* http://www.csudh.edu/psych/Adolescents%20in%20MySpace%20-%20Executive%20Summary.pdf

- ***Outreach to Educators:*** MySpace has produced the "MySpace School Guide". This guide addresses the specific needs and concerns that educators and school administrators may encounter on MySpace. The guide has been distributed to over 55,000 schools.

  In Europe, MySpace has been working with thirteen other multi-national technology and telecommunications companies as part of a newly formed industry partnership with a European education organization called European Schoolnet (EUN) to deliver a coordinated set of education and awareness materials aimed at teachers across Europe. *See* *http://en.teachtoday.eu/*

- ***NGO Partnerships:*** MySpace dedicates resources to help non-governmental organizations on Internet safety issues. This includes not only financial contributions but

also substantive co-ventures, such as safety related educational tutorials as well as the development and donation of the Sentinel SAFE database. Some of the U.S.-based safety organizations with which MySpace collaborates include the Internet Keep Safe Coalition, the National Center for Missing and Exploited Children, Enough is Enough, Connect Safely and the Family Online Safety Institute. MySpace is developing a similar outreach strategy in other countries.

- *Child Safety and Advocacy Roles:* In addition to resource donation, MySpace actively contributes experience and expertise through participation on the boards of several NGO partners such as the National Center for Missing and Exploited Children, the Family Online Safety Institute, the Alliance for Children's Rights and Enough is Enough.

- *Media Outreach:* MySpace has an extensive media expertise and reach and has used these assets to increase public awareness about online safety, security and privacy. MySpace has launched Public Service Announcements (PSAs) on Internet safety, security and privacy through News Corporation and Fox's media platforms and other platforms targeted at both children and adults. These efforts have included News Corporation and MySpace engagement with NCMEC in the largest PSA campaigns to date on Internet safety, as well as the development of celebrity-based multimedia PSA campaigns on Internet safety via multiple media outlets. MySpace joined with Internet Keep Safe Coalition (www.ikeepsafe.org) to release a broadcast PSA geared at encouraging parents to talk with their teens about their Internet use and help them make smart decisions online. The PSA aired across all Fox broadcast and cable networks, including during such program as American Idol. This PSA reached an audience of over 150 million viewers. Also as part of this effort, MySpace partnered with Common Sense Media and the PTA to launch a national television PSA campaign on Internet safety featuring "24" star Kiefer Sutherland. MySpace is exploring similar outreach activities for deployment outside of the U.S.

CONCLUSION

MySpace is committed to a continued public / private partnership to enhance safety, security and privacy. In connection with this commitment, we are working with law enforcement, governments and NGOs in the many of ways described above, including promoting the adoption of site-specific safety measures, a targeted legislative strategy, and collaboration with stakeholders.